GreenChainz Brand Guidelines

Logo Usage

DO (Y)	DON'T (N)
Use on white or light gray backgrounds	Place on busy images/photos
Maintain 20px clear space around logo	Distort, rotate, or skew
Use provided color versions only	Change colors (e.g., blue leaf)
Minimum size: 120px width (digital), 1" (print)	Use pixelated/low-res files

Color Palette

Color Name	HSL Value	Hex Code	Usage
Primary (Brand Green)	`hsl(142.1, 76.2%, 36.3%)`	#1F9D55	CTAs, links, active states, logo leaf
Primary Hover	`hsl(142.1, 76.2%, 32%)`	#1A8A4A	Button hover states
Secondary (Navy)	`hsl(222.2, 47.4%, 11.2%)`	#0F172A	Headers, emphasis text
Background	`hsl(0, 0%, 100%)`	#FFFFFF	Page backgrounds
Foreground	`hsl(222.2, 84%, 4.9%)`	#020617	Main body text
Muted Background	`hsl(210, 40%, 96.1%)`	#F1F5F9	Card backgrounds, sidebars
Muted Foreground	`hsl(215.4, 16.3%, 46.9%)`	#64748B	Secondary text, captions
Border	`hsl(214.3, 31.8%, 91.4%)`	#E2E8F0	Dividers, input borders
Destructive	`hsl(0, 84.2%, 60.2%)`	#EF4444	Error messages, delete buttons

Typography

Element	Specification
Primary Font	**Inter** (Google Fonts, free)

Element	Specification
Fallback Stack	`'Inter', system-ui, -apple-system, BlinkMacSystemFont, 'Segoe UI', Roboto, sans-serif`
Weights	Regular (400), Medium (500), Semibold (600), Bold (700)
Minimum Font Size	14px for body text (B2B users age 40+)
Line Height	1.5 (body), 1.2 (headers)

Typography Rules

DO (Y)	**DON'T** (N)
Use Inter for all digital content	Mix multiple font families
Keep body text at 14px minimum	Use all-caps for paragraphs
Limit to 2 font weights per page	Use italic for emphasis (use bold)

Tone & Voice (B2B Professional)

- (Y) **DO**: "Streamline your green material sourcing with verified, comparable data."

- (N) **DON'T**: "Dude, we've got the sickest eco-products!"

- **Target**: Architects and engineers age 35-55, need confident expert guidance